DOCUMENT RESUME

ED 455 543 CS 510 570

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TITLE Evolution of an Academic Course Syllabus: Instructor Modifications and Student Feedback.
PUB DATE 2000-09-00
NOTE 59p.; Paper presented at the Annual Meeting of the Kentucky Communication Association (Jamestown, KY, September 15-16, 2000).
PUB TYPE Guides - General (050) -- Speeches/Meeting Papers (150)
EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Course Descriptions; Feedback; Higher Education; *Mass Media; *Speech Communication; *World Wide Web
IDENTIFIERS Interactive Communication; *Interactive Systems; Southern Arkansas University; *Web Based Instruction

ABSTRACT

The Internet has served to change, in a fundamental way, one educator's methods of instruction at Southern Arkansas University (SAU). Earlier this year, SAU became the third institution in the country to implement an interactive course syllabus system developed by George Washington University. Called "Prometheus," it allows instructors to develop Web-based materials for student use--through passwords and ID numbers, students log in to peruse course outlines, projects, and grades, while instructors initiate messages, discussions, and chat sessions. As the first SAU faculty member to use Prometheus (Speech 1113/Principles of Speech, First Summer Session 2000), the author/educator found it to be an outstanding instructional aid. This collection of documents contains a list of his current interactive courses, with numbers of students and "hits" in each. The collection also includes fall 2000 syllabi of principles of speech, radio production, broadcast performance, and introduction to mass communication courses. It is noted that Prometheus allows the instructor to make the syllabi longer and more richly textured, and that, for this particular educator, instructional techniques will never again be the same. (Print versions of the author's syllabi and other course materials developed on Prometheus comprise the majority of this paper.) (NKA)

ED 455 543

Kentucky Communication Association Convention
September 15-16, 2000
Lake Cumberland State Resort Park
Jamestown, Kentucky

"Evolution of an Academic Course Syllabus: Instructor Modifications and Student Feedback."

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CS 510 570

The Internet has served to fundamentally change my methods of instruction at Southern Arkansas University. Earlier this year, SAU became the third institution in the country to implement an interactive course syllabus system developed by George Washington University. Prometheus allows instructors to develop Web-based materials for student use. Through passwords and ID numbers, students log in at any time to peruse course outlines, projects and individual grades. Instructors initiate messages, discussions and chat sessions. Internet links can be established in courses for research and writing assignments.

As the first SAU faculty member to use Prometheus (Speech 1113/Principles of Speech sections, First Summer Session 2000), I found it to be an outstanding instructional aid. For instance, detailed information concerning particular term papers of broadcast productions can be accessed on a course Web site. A tracking feature allows me to see which students are accessing interactive course syllabus Web sites, and for how long, for study purposes.

What follows are various Prometheus documents. The first page is what I see upon logging in to the system. It is a list of my current interactive courses, with numbers of students and 'hits' in each. Also included are Fall 2000 syllabi of Principles of Speech, Radio Production, Broadcast Performance, and Introduction to Mass Communication. Each is quite extensive. Previous syllabi were roughly three pages in length, with Prometheus allowing me to make them longer and more richly textured. In my case, instructional techniques will never be the same.

COURSE LISTINGS

James Reppert

The courses that you have online are listed below. If you would like to view or edit any of your courses, click on the Course Number.

COURSE LISTINGS ?
PREFERENCES ?
COURSE CONTROLS ?
ARCHIVE LIBRARY ?

COURSE LISTINGS

Course Number	Course Title	Students	Hits
SPCH 1113.4/5	Principles of Speech	32	12641
BJ 2003.1	Radio Production	11	5445
BJ 2033.1	Broadcast Performance	9	4441
MCOM 1003.1	Introduction to Mass Communication	26	14290
BJ 4913.1	Broadcast Internship	1	1173
BJ 2113.1	Broadcast Practicum	0	475
BJ 3103.1	Broadcast News Writing	0	901
BJ 4903.1	Senior Research Project	0	165
SPCH 1113.4	Principles of Speech	0	1771
BJ 3013.1	Electronic News Gathering	0	558
BJ 2103.1	Television Production	0	853

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EDIT SYLLABUS EDIT READINGS

Speech 1113: Principles of Speech (Fall Semester 2000)

General Course Information:
SPCH 1113.4/5-F '00 Principles of Speech
Section 4/ID 0632, MWF 12:10-1:00 p.m.
Overstreet Hall, Room 122
Section 5/ID 0899, MWF 1:10-2:00 p.m.
Overstreet Hall, Room 122

Instructor Data:
James E. Reppert
Assistant Professor of Mass Communication, Director of Broadcast Journalism
Office Address: Department of Theatre and Mass Communication, Southern Arkansas University, P.O. Box 9229, Magnolia, AR 71754-9229
Telephone Number: (870) 235-4258
Fax Number: (870) 235-5005
Home Telephone Number: (870) 234-8633
Email: jereppert@saumag.edu
Office Hours: MTWRF 10:00-11:00 a.m. and 3:00-6:00 p.m. Some office hours, including weeknights and weekends, are in Overstreet 121/232 (video editing suites), Overstreet 220 (audio studios), or Business 110 (television studio).

Reading Materials:

Required

- Ellen Hay, Speech Resources: Exercises and Activities (2nd edition), Roxbury [ISBN 0-935732-34-9]. Current SAU Bookstore prices: $22.50 used; $29.95 new.

Web Related

- Allyn & Bacon - Publishing company presents five public speaking modules.
- CASAA - A "recipe" for organizational success in public speaking is addressed by the Canadian Association of Student Activity Advisors.
- Encarta - Research materials include an encyclopedia, dictionary and atlas.
- Great American Speeches - Exhaustive archive of 20th century political oratory from the PBS television documentary series.
- Library of Congress - Virtual exhibits, publications, Congressional and online catalogs.
- Magale Library - Various on-campus databases available for speech preparation.
- Mississippi State University - MSU Libraries present public speaking resources with numerous links.
- Refdesk.com - Excellent resource for finding facts on the Internet.
- Toastmasters - International public speaking organization.
- University of Kansas - Virtual Presentation Assistant online tutorial targets needs of student speakers.

Mission Statement:
This course will provide information and assignments that are in concert with the mission of Southern Arkansas University. The University believes its mission is to educate students for productive and fulfilling lives by providing opportunities for intellectual growth, individual enrichment, skill development, and meaningful career preparation. It recognizes that to accomplish its mission it will support selected research. Further, the University believes in the worth of the individual and that it has a responsibility for developing in its students those values and competencies essential for effective citizenship in an ever-changing, free, and democratic society.

Prerequisites:
None.

Catalog Description:
Principles of effective speaking; emphasis on both transmission and reception of the communicative process; the speaking mechanism and delivery.

Purpose/Objective:
The obvious purpose of a course in public speaking is to increase one's skills as a communicator. However, there are goals of equal importance: realizing the value and effectiveness of

communication; learning to give and accept criticism; establishing confidence in one's convictions; and understanding the importance of practicing clear, concise oral communication. Positive or negative impressions are made each day by the manner in which a person speaks. This course can improve one's personal and professional speaking skills.

Grading Criteria:

There are a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Major Student Assignments/Click on PROJECTS:

Responsibilities include various modes of public speaking research, writing and delivery. Four speeches; four speech critiques; attendance/class participation. Each speech outline is typed and double-spaced with a separate reference page. Speech critiques are typed and single-spaced. The instructor reserves the right to refuse late assignments. One missed speech without documented excuse will result in automatic failure.

Topics to be Emphasized:

Impromptu speaking - 3 hours
Extemporaneous speaking - 6 hours
Eye contact and vocalics - 3 hours
Organizing speech outlines - 6 hours
Visual aid construction - 3 hours
Delivery techniques - 6 hours
Critiquing oral presentations - 3 hours
Web research - 3 hours
Demonstrative speaking - 3 hours
Informative speaking - 3 hours
Persuasive speaking - 3 hours
Group discussion techniques - 6 hours

Total instruction - 48 hours

Teaching Strategies:

Lecture
Lecture/discussion
Use of audio-visuals
Demonstration
Resource persons
Student participation
Videotapes

Student Assessment/Evaluation:

Demonstration
Exhibits
Critiques
Projects
Videotapes

Instructor Comments:

There is no magic formula for academic success in this or any college course. Intellectual curiosity matters. Not being satisfied with mediocrity means taking additional time to rewrite or analytically hone assignments. However, that is only the beginning. Expanding one's knowledge of subject matter in any field is a lifelong process. Such dynamism can be enhanced through extensive use of SAU interactive course syllabi. Limitless research possibilities allow each student to pursue his or her academic potential. This type of work ethic is more conducive to long-term professional achievement.

Class Attendance:

Regular and punctual class attendance is expected from each student. If a student is absent from a class more than the equivalent of one week of instruction, those absences will be reported to the dean of students. The dean will then send the student a notice of pending action. The student is advised to contact the instructor as soon as this notice has been received. Ten calendar days after the report is submitted by the instructor during a regular semester or after seven calendar days during a summer session, a student may be dropped from the class for excessive unexcused absences at the request of the instructor. If this occurs, a grade of WF (withdrawal with failure) will be given for the course.

Excused Absences of Students:

Students are required to notify the instructor of any absences they have for due cause. A student is responsible for notifying the instructor as soon as possible when the reason for an absence is known in advance. A student forfeits the right to make-up credit for failing to meet this requirement, though the instructor may, for good cause, choose to allow for make-up credit. Notification by administrative or instructional staff of a student's absence, either before or after the absence, does not relieve the student of the responsibility for personal notification.

Academic Integrity Policy:
Any act of dishonesty in academic work constitutes academic misconduct and is subject to disciplinary action. Acts of dishonesty include, but are not limited to, plagiarism and cheating. Plagiarism is the act of taking and/or using the ideas, work, and/or writings of another person as one's own. Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner. The penalty is suspension, dismissal, or expulsion for a second offense of academic misconduct in which a student is assigned a failing grade in a course or a failing grade on a graded item and documentation is filed with the Office of the Vice President for Student Affairs.

Disability Support Services:
It is the policy of Southern Arkansas University to accommodate students with disabilities, pursuant to federal law, state law, and the University's commitment to equal educational opportunities. Any student with a disability who needs accommodation should inform the instructor at the beginning of the course. Students with disabilities are also encouraged to contact the Office of Disability Support Services, located in Nelson Hall, room 203, telephone number (870) 235-4145.

Magale Library Course Bibliography:
Jimmy Cheek/Larry Arrington/Max McGhee
Effective Oral Communication
Interstate Publishers
[PN 4121 .C42 1995]

Eugene Ehrlich/Gene Hawes
Speak for Success
Bantam Books
[PN 4121 .E347 1984]

Anne Eisenberg
Effective Technical Communication
McGraw-Hill
[T 10 .5 .E36]

Helen Eisenberg/Larry Eisenberg
The Public Speaker's Handbook of Humor
Association Press
[PN 6162 .E35]

Huber Ellingsworth/Theodore Clevenger, Jr.
Speech and Social Action: A Strategy of Oral Communication
Prentice-Hall
[PN 4121 E4.6]

Leon Fletcher
How to Design & Deliver a Speech
Harper & Row
[PN 4121 .F526 1985]

Wilfred Funk/Norman Lewis
30 Days to a More Powerful Vocabulary
Wilfred Funk
[428.3 F]

Richard Katula
Principles and Patterns of Public Speaking
Wadsworth
[PN 4121 .K335 1987]

Calvin Logue/Jean DeHart
Representative American Speeches: 1995-1996
H. W. Wilson
[PS 668 .B3 1996]

Charles Lomas/Ralph Richardson
Speech: Idea and Delivery
Houghton Mifflin
[PN 4121 L6.4 1963]

James McBurney/Ernest Wrage
Guide to Good Speech
Prentice-Hall
[PN 4121 .M173 1965]

Lee Norvelle/Raymond Smith/Orvin Larson
Speaking Effectively
Holt-Dryden
[PN 4121 .N715]

Robert Oliver
History of Public Speaking in America
Allyn & Bacon
[PS 400.04]

John Peters
Speaking Into the Air: A History of the Idea of Communication
The University of Chicago Press
[P 90 .P388 1999]

Neil Postman
Crazy Talk, Stupid Talk: How We Defeat Ourselves by the Way We Talk - and What to Do About It
Delacorte Press
[HM 132 .P65]

Diana Prentice/James Payne
Public Speaking Today!
National Textbook Company
[PN 4121 .C242 1989]

Edward Rogge/James Ching
Advanced Public Speaking
Holt, Rinehart and Winston
[PN 4121 R6.7]

Raymond Ross
Speech Communication: Fundamentals and Practice
Prentice-Hall
[PN 4121 .R689]

Keith St. Onge
Creative Speech
Wadsworth
[PN 4121 S1.7]

Alma Sarett/Lew Sarett/William Foster
Basic Principles of Speech
Houghton Mifflin
[PN 4121 .S27 1966]

Dorothy Sarnoff
Speech Can Change Your Life

Dell
[PN 4121 .S277 1972X]

William Smith/Donald Canty
Method and Means of Public Speaking
Bobbs-Merrill
[PN 4121 S5.4 1962]

Lester Thonssen/A. Craig Baird
Speech Criticism: The Development of Standards for Rhetorical Appraisal
Ronald Press
[PN 4121 T5.28]

Eugene White
Practical Public Speaking
Macmillan
[PN 4121 .W372 1964]

John Wilson/Carroll Arnold
Public Speaking as a Liberal Art
Allyn & Bacon
[PN 4121 .W46]

PROJECTS | CREATE PROJECT | EDIT PROJECT | DELETE PROJECT | ORDER PROJECTS

Projects

View the list of projects below.

Demonstrative Speech, 15 points: Beginning Monday, September 18

File:

Notes: Typed, double-spaced outline; 6-8 minutes; 3 visual aids.

Demonstrative Speech Critiques, 5 points: Due Friday, September 29

File:

Notes: Typed, single-spaced comments.

Informative Speech, 15 points: Beginning Monday, October 16

File:

Notes: Typed, double-spaced outline with a separate reference page; 6-8 minutes; 3 visual aids.

Informative Speech Critiques, 5 points: Due Friday, October 27

File:

Notes: Typed, single-spaced comments.

Persuasive Speech, 15 points: Beginning Monday, November 6

File:

Notes: Typed, double-spaced outline with a separate reference page; 6-8 minutes; 3 visual aids.

Persuasive Speech Critiques, 5 points: Due Friday, November 17

File:

Notes: Typed, single-spaced comments.

Group Discussion, 20 points: Beginning Monday, December 4

File:

Notes: Typed, double-spaced agenda with separate reference pages from each group discussion participant; 25-30 minutes.

Group Discussion Critiques, 5 points: Due Monday, December 11

File:

Notes: Typed, single-spaced comments.

Attendance/Class Participation, 15 points

File:

Notes: Individual effort at forwarding trenchant analyses of course issues and assisting peers with constructive criticism of assignments.

Fall Semester 2000 Total, 100 points

File:

Session 1
Wednesday - August 23, 2000

Topic:
Introduction to Course

Class Plan:
Discuss Prometheus interactive syllabus - distribute Course Password and Course ID. Elaborate on specific requirements, instructional framework for the semester and due dates for assignments.

Session 2
Friday - August 25, 2000

Topic:
Communication Apprehension

Class Plan:
View "20/20" video on stage fright. Then, discuss ways to eliminate such nervousness in various public speaking situations. Work in pairs for preparation of non-graded, one-minute speeches of introduction.

Session 3
Monday - August 28, 2000

Topic:
Speeches of Introduction

Class Plan:
Non-graded, one-minute speeches in which students talk about their classmates. Special instructor emphasis on vocalics, grammar, eye contact, conversationality and confidence level of each speaker.

Session 4
Wednesday - August 30, 2000

Topic:
Textbook Readings; Demonstrative Speech Videotape Session 1

Class Plan:
Examine specific assignments in the Hay text that assist in the development of all graded speech outlines, visual aids, and delivery skills. View Fall 1998 compilation videotape of sample demonstrative presentations. Students critique content, delivery, visual aids and grammar of each speaker.

Session 5
Friday - September 01, 2000

Topic:
Demonstrative Speech Organization

Class Plan:
Examine compilation notebooks of previous demonstrative outlines, critiques, and visual aids on poster boards. Examples of both proper and improper speech preparation.

Session 6
Wednesday - September 06, 2000

Topic:
Impromptu Speeches

Class Plan:
Each student prepares and delivers a one-minute, non-graded speech with one minute of preparation time. Stressed are conversationality, eye contact, lack of vocalics and proper grammar.

Session 7
Friday - September 08, 2000

Topic:
Demonstrative Speech Topics

Class Plan:
Discuss and evaluate the merits of potential topics and visual aids for demonstrative speeches. Then, half of the class will select topics for two-minute, non-graded extemporaneous speeches, to be delivered during the next session.

Session 8
Monday - September 11, 2000

Topic:
Extemporaneous Speeches - Day 1

Class Plan:
Two-minute, non-graded speeches highlighting the importance of research, organization and delivery skills. Students scheduled to speak during the next session select topics at the end of class.

Session 9
Wednesday - September 13, 2000

Topic:
Extemporaneous Speeches - Day 2

Class Plan:
Two-minute, non-graded speeches highlighting the importance of research, organization and delivery skills.

Session 10
Friday - September 15, 2000

Topic:
Demonstrative Speech Videotape Session 2; Final Preparation

Class Plan:
View Summer 1999 compilation videotape of sample demonstrative presentations. Students critique content, delivery, visual aids and grammar of each speaker. Preliminary typed demonstrative speech outlines due. Discuss organizational structure, main points, visual aids and extensive delivery preparation outside class (in front of friends or into an audiocassette recorder/camcorder).

Session 11
Monday - September 18, 2000

Topic:
Demonstrative Speeches - Day 1

Class Plan:
Typed, double-spaced, stapled outlines turned in at the end of class.

Session 12
Wednesday - September 20, 2000

Topic:
Demonstrative Speeches - Day 2

Class Plan:
Typed, double-spaced, stapled outlines turned in at the end of class.

Session 13
Friday - September 22, 2000

Topic:
Demonstrative Speeches - Day 3

Class Plan:
Typed, double-spaced, stapled outlines turned in at the end of class.

Session 14
Monday - September 25, 2000

Topic:
Demonstrative Speeches - Day 4

Class Plan:
Typed, double-spaced, stapled outlines turned in at the end of class.

Session 15
Wednesday - September 27, 2000

Topic:
Demonstrative Speech Self-Analyses

Class Plan:
Each student constructively criticizes his or her presentation, examining content, delivery, visual aids and grammar. How can the class as a whole continue to improve?

Session 16
Friday - September 29, 2000

Topic:
Demonstrative Speech Critiques

Class Plan:
Discussion of graded student presentations, including recommendations for individual improvement. Typed, single-spaced, stapled critiques turned in at the end of class.

Session 17
Monday - October 02, 2000

Topic:
Informative Speech Videotape Session 1

Class Plan:
View Fall 1996 compilation videotape of sample informative presentations. Students critique content, delivery, references, visual aids and grammar of each speaker.

Session 18
Wednesday - October 04, 2000

Topic:
Informative Speech Organization

Class Plan:
Examine compilation notebooks of previous informative outlines, critiques, and visual aids on poster boards. Examples of both proper and improper speech preparation.

Session 19
Friday - October 06, 2000

Topic:
Magale Library/Computer Center Research

Class Plan:
Students examine potential informative speech topics during class time and report source citations or references to the instructor for evaluation and feedback.

Session 20
Monday - October 09, 2000

Topic:
Informative Speech Topics

Class Plan:
Discuss and evaluate the merits of potential topics and visual aids for informative speeches. Also address the importance of verbal source citations within each presentation and specificity of written reference pages.

Session 21
Wednesday - October 11, 2000

Topic:
Informative Speech Videotape Session 2

Class Plan:
View Fall 1989 and Fall 1994 compilation videotapes of sample informative presentations. Students critique content, delivery, references, visual aids and grammar of each speaker.

Session 22
Friday - October 13, 2000

Topic:
Final Preparation

Class Plan:
Preliminary typed informative speech outlines due. Discuss organizational structure, main points, references, visual aids and extensive delivery preparation outside class (in front of friends or into an audiocassette recorder/camcorder).

Session 23
Monday - October 16, 2000

Topic:
Informative Speeches - Day 1

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 24
Wednesday - October 18, 2000

Topic:
Informative Speeches - Day 2

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 25
Friday - October 20, 2000

Topic:
Informative Speeches - Day 3

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 26
Monday - October 23, 2000

Topic:
Informative Speeches - Day 4

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 27
Wednesday - October 25, 2000

Topic:
Informative Speech Self-Analyses

Class Plan:
Each student constructively criticizes his or her presentation, examining content, delivery, references, visual aids and grammar. How can the class as a whole continue to improve?

Session 28
Friday - October 27, 2000

Topic:
Informative Speech Critiques

Class Plan:
Discussion of graded student presentations, including recommendations for individual improvement. Typed, single-spaced, stapled critiques turned in at the end of class.

Session 29
Monday - October 30, 2000

Topic:
Persuasive Speech Videotape Session 1; Persuasive Speech Organization

Class Plan:
View Fall 1992 and Summer 1999 compilation videotapes of sample persuasive presentations. Students critique content, delivery, references, visual aids and grammar of each speaker. Examine compilation notebooks of previous persuasive outlines, critiques and visual aids on poster boards. Examples of both proper and improper speech preparation.

Session 30
Wednesday - November 01, 2000

Topic:
Magale Library/Computer Center Research; Persuasive Speech Topics

Class Plan:
Students examine potential persuasive speech topics during class time and report source citations or references to the instructor for evaluation and feedback. Discuss and evaluate the merits of potential topics and visual aids for persuasive speeches. Also address the importance of verbal source citations within each presentation and specificity of written reference pages.

Session 31
Friday - November 03, 2000

Topic:
Persuasive Speech Videotape Session 2; Final Preparation

Class Plan:
View Fall 1999 compilation videotape of sample persuasive presentations. Students critique content, delivery, references, visual aids and grammar of each speaker. Preliminary typed persuasive speech outlines due. Discuss organizational structure, main points, references, visual aids and extensive delivery preparation outside class (in front of friends or into an audiocassette recorder/camcorder).

Session 32
Monday - November 06, 2000

Topic:
Persuasive Speeches - Day 1

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 33
Wednesday - November 08, 2000

Topic:
Persuasive Speeches - Day 2

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 34
Friday - November 10, 2000

Topic:
Persuasive Speeches - Day 3

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 35
Monday - November 13, 2000

Topic:
Persuasive Speeches - Day 4

Class Plan:
Typed, double-spaced, stapled outlines with references turned in at the end of class.

Session 36
Wednesday - November 15, 2000

Topic:
Persuasive Speech Self-Analyses

Class Plan:
Each student constructively criticizes his or her presentation, examining content, delivery, visual aids and grammar. How can the class as a whole continue to improve?

Session 37
Friday - November 17, 2000

Topic:
Persuasive Speech Critiques

Class Plan:
Discussion of graded student presentations, including recommendations for individual improvement. Typed, single-spaced, stapled critiques turned in at the end of class.

Session 38
Monday - November 20, 2000

Topic:
Group Discussion Videotape Session 1; Group Discussion Organization

Class Plan:
View Fall 1998 videotape of a sample group discussion presentation. Students critique content, delivery, references and grammar of each participant. Examine compilation notebooks of previous group discussion agendas and critiques. Examples of both proper and improper speech preparation.

Session 39
Wednesday - November 22, 2000

Topic:
Group Discussion Topics

Class Plan:
Discuss and evaluate the merits of potential topics for group discussions. Also address the importance of verbal source citations from each participant and specificity of written reference pages.

Session 40
Monday - November 27, 2000

Topic:
Magale Library/Computer Center Research

Class Plan:
Students, working within their groups, examine potential discussion topics during class time and report source citations or references to the instructor for evaluation and feedback.

Session 41
Wednesday - November 29, 2000

Topic:
Group Discussion Videotape Session 2

Class Plan:
View Fall 1999 videotape of a sample group discussion presentation. Students critique content, delivery, references and grammar of each participant.

Session 42
Friday - December 01, 2000

Topic:
Final Preparation

Class Plan:
Preliminary typed group discussion agendas due. Discuss organizational structure, main points, individual references and extensive delivery preparation outside class (in front of friends or into an audiocassette recorder/camcorder).

Session 43
Monday - December 04, 2000

Topic:
Group Discussions - Day 1

Class Plan:
Typed, double-spaced, stapled agendas with individual references turned in at the end of class.

Session 44
Wednesday - December 06, 2000

Topic:
Group Discussions - Day 2

Class Plan:
Typed, double-spaced, stapled agendas with individual references turned in at the end of class.

Session 45
Friday - December 08, 2000

Topic:
Group Discussions - Day 3; Group Discussion Critiques

Class Plan:
Typed, double-spaced, stapled agendas with individual references turned in at the end of class. Final day of class.

NOTE: Typed, single-spaced, stapled critiques are due on Monday, December 11 (Final Exam week).

EDIT SYLLABUS EDIT READINGS

Broadcast Journalism 2003: Radio Production (Fall Semester 2000)

General Course Information:
BJ 2003.1-F '00 Radio Production
Section 1/ID 0089, TR 11:00 a.m.-12:20 p.m.
Overstreet Hall, Room 220

Instructor Data:
James E. Reppert
Assistant Professor of Mass Communication, Director of Broadcast Journalism
Office Address: Department of Theatre and Mass Communication, Southern Arkansas University, P.O. Box 9229, Magnolia, AR 71754-9229
Telephone Number: (870) 235-4258
Fax Number: (870) 235-5005
Home Telephone Number: (870) 234-8633
Email: jereppert@saumag.edu
Office Hours: MTWRF 10:00-11:00 a.m. and 3:00-6:00 p.m. Some office hours, including weeknights and weekends, are in Overstreet 121/232 (video editing suites), Overstreet 220 (audio studios) or Business 110 (television studio).

Reading Materials:
Required

- Michael Keith, The Radio Station (5th edition), Focal Press [ISBN 0-240-80388-4]. Current SAU Bookstore prices: $32.25 used; $42.95 new.

Web Related

- Billboard - Charts top-selling music sales and radio airplay in all formats.
- Broadcasting & Cable - Publication featuring many articles about the radio industry.
- Crutchfield - Leading distributor of cutting-edge digital audio equipment and accessories.
- Federal Communications Commission - Licenses and regulates radio stations as well as numerous aspects of the telecommunications industry.
- International Radio & Television Society - Organization for professionals, college students and faculty interested in broadcasting and cable management, sales or production.
- Massachusetts Institute of Technology - MIT provides links to more than 9000 radio stations on the Internet.
- MP3.com - Compression of music files for transmission on the Internet.
- Napster - Controversial service that allows users to locate, download and swap MP3 files.
- SAU Magazine - Audio Webcast of SAU student-produced news program that airs on radio stations in Arkansas, Louisiana, Texas, Oklahoma and Mississippi.
- Term Paper Tutorial - Virginia Tech presents a systematic approach for researching and writing term papers.

Mission Statement:
This course will provide information and assignments that are in concert with the mission of Southern Arkansas University. The University believes its mission is to educate students for productive and fulfilling lives by providing opportunities for intellectual growth, individual enrichment, skill development, and meaningful career preparation. It recognizes that to accomplish its mission it will support selected research. Further, the University believes in the worth of the individual and that it has a responsibility for developing in its students those values and competencies essential for effective citizenship in an ever-changing, free, and democratic society.

Prerequisites:
None.

Catalog Description:
History and theory of the medium, in addition to hands-on experience. Assignments include operating a control board, hosting music formats, newscasts, interviews, commercials, and public service announcements. Also analyze FCC rules and regulations.

Purpose/Objective:
To give students substantial experience in production and theory, using the Electronic Classroom and Studios A/B as training facilities. The radio industry currently is experiencing both change and growth, and students are kept current in such areas as production, programming, sales, news reporting, syndication, promotion and management. Study of these topics, besides in-depth production experiences, gives students an invaluable edge if they decide to enter the medium as a career.

Grading Criteria:
There are a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Major Student Assignments/Click on PROJECTS:
Responsibilities include various production and writing tasks. Two proficiency exams; two term papers; weekly 60-minute board shifts; writing and recording assignments for "SAU Magazine"; final project; attendance/class participation. One term paper is five pages in length, typed, double-spaced, with a separate reference page. A second (in-class) term paper is completed in a Blue Book. Broadcast Jodrnalism is a deadline-oriented profession. As a result, the instructor reserves the right to refuse late assignments.

Topics to be Emphasized:
Radio history - 3 hours
Federal Communications Commission - 3 hours
Radio production techniques - 6 hours
Writing radio scripts - 3 hours
Programming, sales and promotion - 3 hours
Traffic and billing - 3 hours
Management skills - 3 hours
Digital audio (CD, MD, MP3, Memory Stick) - 3 hours
Web research - 3 hours
Student-produced radio programs - 9 hours
Discuss, research term papers - 3 hours
Preparing final project - 6 hours

Total instruction - 48 hours

Teaching Strategies:
Lecture
Lecture/discussion
Use of audio-visuals
Demonstration
Field trips
Resource persons
Student participation
Videotapes
Audiocassettes

Student Assessment/Evaluation:
Demonstration
Term papers
Exhibits
Critiques
Projects
Audiocassettes

Instructor Comments:
There is no magic formula for academic success in this or any college course. Intellectual curiosity matters. Not being satisfied with mediocrity means taking additional time to rewrite or analytically hone assignments. However, that is only the beginning. Expanding one's knowledge of subject matter in any field is a lifelong process. Such dynamism can be enhanced through extensive use of SAU interactive course syllabi. Limitless research possibilities allow each student to pursue his or her academic potential. This type of work ethic is more conducive to long-term professional achievement.

Class Attendance:
Regular and punctual class attendance is expected from each student. If a student is absent from a class more than the equivalent of one week of instruction, those absences will be reported to the dean of students. The dean will then send the student a notice of pending action. The student is advised to

contact the instructor as soon as this notice has been received. Ten calendar days after the report is submitted by the instructor during a regular semester or after seven calendar days during a summer session, a student may be dropped from the class for excessive unexcused absences at the request of the instructor. If this occurs, a grade of WF (withdrawal with failure) will be given for the course.

Excused Absences of Students:
Students are required to notify the instructor of any absences they have for due cause. A student is responsible for notifying the instructor as soon as possible when the reason for the absence is known in advance. A student forfeits the right to make-up credit for failing to meet this requirement, though the instructor may, for good cause, choose to allow for make-up credit. Notification by administrative or instructional staff of a student's absence, either before or after the absence, does not relieve the student of the responsibility for personal notification.

Academic Integrity Policy:
Any act of dishonesty in academic work constitutes academic misconduct and is subject to disciplinary action. Acts of dishonesty include, but are not limited to, plagiarism and cheating. Plagiarism is the act of taking and/or using the ideas, work, and/or writings of another person as one's own. Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner. The penalty is suspension, dismissal, or expulsion for a second offense of academic misconduct in which a student is assigned a failing grade in a course or a failing grade on a graded item and documentation is filed with the Office of the Vice President for Student Affairs.

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Magale Library Course Bibliography:
Mitchell Charnley
Reporting
Holt, Rinehart and Winston
[PN 4781 C4.3 1966]

Robert Dolan
Music in Modern Media
G. Schirmer
[TK 5981 D6]

Edwin Duerr
Radio and Television Acting
Rinehart
[PN 4193 R3 D8]

Harry Field/Paul Lazarsfeld
The People That Look at Radio
William Byrd Press
[HE 8698 C65 1976]

Steven Gragert
Radio Broadcasts of Will Rogers
Oklahoma State University Press
[PN 6161 .R6644 Ser.6]

Robert Hilliard
Radio Broadcasting
Hastings House
[PN 1991 H5]

Robert Hilliard/Michael Keith
The Broadcast Century: A Biography of American Broadcasting
Focal Press
[PN 1990.6 .U5 H48 1992]

Michelle Hilmes
Radio Voices: American Broadcasting, 1922-1952
University of Minnesota Press
[PN 1991.3 .U6 H56 1997]

J. L. Hornung/Alexander McKenzie
Radio Operating Questions and Answers
McGraw-Hill
[TK 5746 H58 1964]

Walter Krulevitch Kingson/Rome Cowgill
Radio Drama Acting and Production
Rinehart
[PN 1991 .75 K5 1950]

Tom Lewis
Empire of the Air: The Men Who Made Radio
HarperCollins
[TK 6548 .U6 L48 1991]

Charles Lindsley
Radio and Television Communication
McGraw-Hill
[PN 1991 .5 L5]

Prescott Mabon
Mission Communications
Bell Telephone Laboratories
[TK 5102 .5 M2]

Tom McCourt
Conflicting Communication Interests in America: The Case of National Public Radio
Praeger
[HE 8697.95 .U6 M363 1999]

Iris Newsom
Wonderful Inventions: Motion Pictures, Broadcasting and Recorded Sound at the Library of Congress
U. S. Government Printing Office
[PN 1994 .W62 1985]

Robert Oringel
Audio Control Handbook
Hastings House
[TK 6570 .B7 O65 1968]

David Phillips/John Grogan/Earl Ryan
Introduction to Radio and Television
Ronald Press
[PN 1991 .5 P5]

Hazel Presson
The Student Journalist and Interviewing
Richards Rosen Press
[PN 4784 I6 P7]

Simon Ramo/John Whinnery
Fields and Waves in Modern Radio
John Wiley & Sons
[QC 670 R3 1953]

George Southworth

Forty Years of Radio Research
Gordon and Breach
[TK 6545 S6 A3]

M. L. Stein
Your Career in Journalism
Julian Messner
[PN 4797 .S68 1978]

U. S. Congress/Office of Technology Assessment
Wireless Technologies and the National Information Infrastructure
U. S. Government Printing Office
[TK 5103.2 .W5 1995]

James Whipple
How to Write for Radio
McGraw-Hill
[PN 1992 W4.7]

Melvin White
Beginning Radio Production
The Northwestern Press
[PN 1991 .75 W4]

Max Wylie
Radio and Television Writing
Rinehart
[PN 1991 .7 W9 1950]

PROJECTS CREATE PROJECT EDIT PROJECT DELETE PROJECT ORDER PROJECTS

Projects

View the list of projects below.

Proficiency Exam 1, 10 points: Taken Tuesday, September 12

File:

Notes: Beginning competency level demonstrated in Studio A audio equipment operation and production responsibilities.

Term Paper 1, 10 points: Due Tuesday, October 10

File:

Notes: Regional Radio Market Analysis - Compare and contrast formats, advertising, promotion and marketing strategies of all stations in a specific radio market of the student's choice.

Proficiency Exam 2, 10 points: Taken Tuesday, November 7

File:

Notes: Advanced competency level demonstrated in Studio A audio equipment operation and production responsibilities.

Term Paper 2, 10 points: In-Class Tuesday, December 5

File:

Notes: Radio Station Ownership Proposal - A detailed analysis including market location, format, call letters, hiring policies, business strategy, and assessment of current competition in the market. Composed in a Blue Book.

Weekly Board Shifts, 20 points

File:

Notes: Students work in pairs recording 60 minute projects in Studio A with the use of digital stereo audio equipment.

Writing and Recording "SAU Magazine", 20 points

File:

Notes: Produce weekly assignments on MiniDisc in Studio B for regional distribution to radio stations in five states. These include news, an SAU profile, sports, commentary, an SAU Police Log, job information from the Employment Resource Center, University entertainment news and the following week's SAU calendar. Twelve programs will be produced during the semester.

Final Project, 10 points

File:

Notes: Students work in pairs recording a 90 minute original program with script in Studio A with the use of digital stereo audio equipment. Format of students' choice.

Attendance/Class Participation, 10 points

File:

Notes: Individual effort at forwarding trenchant analyses of course issues and assisting peers with constructive criticism of assignments.

Fall Semester 2000 Total, 100 points

File:

Session 1
Thursday - August 24, 2000

Topic:
Introduction to Course

Class Plan:
Discuss Prometheus interactive syllabus - distribute Course Password and Course ID. Elaborate on specific requirements, instructional framework for the semester and due dates for assignments.

Session 2
Tuesday - August 29, 2000

Topic:
"SAU Magazine" Script Preparation

Class Plan:
Distribute copies of previous writing assignments for use as benchmarks to prepare Fall 2000 programs. Listen to a Spring 2000 edition of the program on MiniDisc. Also determine student pairings for Thursday lab sessions.

Session 3
Thursday - August 31, 2000

Topic:
Studio A and B Recording Primer

Class Plan:
Students (in predetermined semester pairings) are introduced to Studio A, where Weekly Board Shifts are recorded, and Studio B, where "SAU Magazine" is recorded.

Session 4
Tuesday - September 05, 2000

Topic:
Chapter 1 - State of the Fifth Estate

Class Plan:
Overview of the radio industry: from past to present; analog to digital; broadcast to Webcast. View videotape chronicling radio history and those who brought the medium to prominence.

Session 5
Thursday - September 07, 2000

Topic:
Equipment Practice

Class Plan:
Lab pairs work with CD/MD deck, digital audiocassette player/recorder, cart machine and turntables.

Session 6
Tuesday - September 12, 2000

Topic:
Proficiency Exam 1

Class Plan:
Hands-on demonstration of production proficiency.

Session 7
Thursday - September 14, 2000

Topic:
"SAU Magazine" Rehearsal

Class Plan:
Each lab pairing will write scripts on the same news areas they will produce for the initial September 21 program. Copy will be evaluated for accuracy, grammar, present tense, timing and readability.

Session 8
Tuesday - September 19, 2000

Topic:
Chapter 2 - Station Management

Class Plan:
What traits make for an effective radio manager? How is community involvement an essential aspect of a successful management philosophy? Discuss how organizational charts and leadership needs vary depending upon market size.

Session 9
Thursday - September 21, 2000

Topic:
"SAU Magazine" - Program 1

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 10
Tuesday - September 26, 2000

Topic:
Chapter 3 - Programming

Class Plan:
Information from the textbook will be tied in with requirements for Term Paper 1 - Regional Radio Market Analysis. Discuss formats, Program Director responsibilities, and why "branding" radio stations can make them more identifiable to listeners.

Session 11
Thursday - September 28, 2000

Topic:
"SAU Magazine" - Program 2

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 12
Tuesday - October 03, 2000

Topic:
Chapter 4 - Sales; Term Paper 1 Preview

Class Plan:
Advertising revenue is the lifeblood of the radio industry. Sales techniques, advertising and rate cards will be examined. Each student will also discuss his or her progress on performing a regional radio market analysis. How can each paper effectively delineate similarities, differences and evaluations of these radio stations? Click on PROJECTS for additional information.

Session 13
Thursday - October 05, 2000

Topic:
"SAU Magazine" - Program 3

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 14
Tuesday - October 10, 2000

Topic:
Chapter 5 - News; Term Paper 1

Class Plan:
Address textbook techniques concerning radio news writing and reporting. Also discussion, analysis and constructive criticism of each term paper, turned in at the end of class.

Session 15
Thursday - October 12, 2000

Topic:
"SAU Magazine" - Program 4

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 16
Tuesday - October 17, 2000

Topic:
Chapter 6 - Research

Class Plan:
Discuss how research can influence a radio station's intended target audience. How are ratings measured, and are they always an accurate barometer of one's listening habits?

Session 17
Thursday - October 19, 2000

Topic:
"SAU Magazine" - Program 5

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 18
Tuesday - October 24, 2000

Topic:
Chapter 7 - Promotion

Class Plan:
How does your favorite radio station promote itself? Many stations use on-air and sales promotions, contests, remote broadcasts, Internet Webcasts and billboards to attract attention. How do local and regional stations retain listeners?

Session 19
Thursday - October 26, 2000

Topic:
"SAU Magazine" - Program 6

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 20
Tuesday - October 31, 2000

Topic:
Chapter 8 - Traffic and Billing

Class Plan:
There are roughly 3,000 minutes of commercial airtime to be filled each week at an average radio station. What traits are necessary to be an effective Traffic Manager? How is billing for advertisements handled? Why is computerization so vital in the completion of these tasks?

Session 21
Thursday - November 02, 2000

Topic:
"SAU Magazine" - Program 7

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 22
Tuesday - November 07, 2000

Topic:
"SAU Magazine" - Program 8; Proficiency Exam 2

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B. This is followed by an advanced hands-on demonstration of production proficiency.

NOTE: This program is being recorded on a Tuesday due to Professor Reppert presenting papers later in the week at the National Communication Association Convention in Seattle, Washington. With this in mind, plan research and writing of assignments well in advance.

Session 23
Thursday - November 09, 2000

Topic:
Chapter 9 - Production

Class Plan:
Discuss the history of broadcast production, primarily through a chronological examination of textbook studio and equipment photographs.

Session 24
Tuesday - November 14, 2000

Topic:
Chapter 10 - Engineering

Class Plan:
Why can certain AM stations be heard around the country at night? Why do FM stations sound superior to AM? Differences in radio frequencies will be discussed, as well as station automation, FCC rules and regulations, and engineering responsibilities.

Session 25
Thursday - November 16, 2000

Topic:
"SAU Magazine" - Program 9

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 26
Tuesday - November 21, 2000

Topic:
"SAU Magazine" - Program 10

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

NOTE: This program is being recorded on a Tuesday due to Thanksgiving. With this in mind, plan research and writing of assignments well in advance.

Session 27
Tuesday - November 28, 2000

Topic:
Chapter 11 - Consultants and Syndicators; Term Paper 2 Preview

Class Plan:
How can students utilize consultants and syndicators to market their new stations with respect to demographics, formats and other considerations? Each student will also discuss his or her progress on preparing a detailed radio station ownership proposal, to be written during class on December 5. Click on PROJECTS for additional information.

Session 28
Thursday - November 30, 2000

Topic:
"SAU Magazine" - Program 11

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B.

Session 29
Tuesday - December 05, 2000

Topic:
Term Paper 2

Class Plan:
Radio Station Ownership Proposal - Composed during class using a Blue Book.

Session 30
Thursday - December 07, 2000

Topic:
"SAU Magazine" - Program 12

Class Plan:
Edit, record and critique reporting assignments (in pairs) in Studio B. Final day of class.

EDIT SYLLABUS EDIT READINGS

Broadcast Journalism 2033: Broadcast Performance (Fall Semester 2000)

General Course Information:
BJ 2033.1-F '00 Broadcast Performance
Section 1/ID 0341, TR 12:40-2:00 p.m.
Overstreet Hall, Room 220 (Tuesdays)
Business/Agribusiness Building, Room 110 (Thursdays)

Instructor Data:
James E. Reppert
Assistant Professor of Mass Communication, Director of Broadcast Journalism
Office Address: Department of Theatre and Mass Communication, Southern Arkansas University, P.O. Box 9229, Magnolia, AR 71754-9229
Telephone Number: (870) 235-4258
Fax Number: (870) 235-5005
Home Telephone Number: (870) 234-8633
Email: jereppert@saumag.edu
Office Hours: MTWRF 10:00-11:00 a.m. and 3:00-6:00 p.m. Some office hours, including weeknights and weekends, are in Overstreet 121/232 (video editing suites), Overstreet 220 (audio studios) or Business 110 (television studio).

Reading Materials:
Required

- Stuart Hyde, Television & Radio Announcing (8th edition), Houghton Mifflin [ISBN 0-395-87540-4]. Current SAU Bookstore prices: $56.25 used; $74.25 new.

Web Related

- AFTRA - The American Federation of Television and Radio Artists is an 80,000 member union of professional actors, news broadcasters, announcers and vocalists.
- Broadcast.com - Audio and video Webcasts of sporting events. An excellent source to critique abilities of current announcers.
- Broadcasting & Cable - Publication featuring articles about the radio industry, in addition to announcing classifieds.
- Editor & Publisher - Media links to American and international radio and television stations.
- Electronic Media - Publication with daily job listings in radio, television and new media.
- International Radio & Television Society - Organization for professionals, college students and faculty interested in broadcasting and cable management, sales or production.
- SAU Magazine - Audio Webcast of SAU student-produced news program that airs on radio stations in Arkansas, Louisiana, Texas, Oklahoma and Mississippi.
- Term Paper Tutorial - Virginia Tech presents a systematic approach for researching and writing term papers.
- The SAU Report - Video Webcast of SAU student-produced interview program that is available to more than 50,000 cable television households in southwest Arkansas and northeast Texas.
- TVJobs.com - Numerous opportunities for internships at networks or regional affiliates.

Mission Statement:
This course will provide information and assignments that are in concert with the mission of Southern Arkansas University. The University believes its mission is to educate students for productive and fulfilling lives by providing opportunities for intellectual growth, individual enrichment, skill development, and meaningful career preparation. It recognizes that to accomplish its mission it will support selected research. Further, the University believes in the worth of the individual and that it has a responsibility for developing in its students those values and competencies essential for effective citizenship in an ever-changing, free, and democratic society.

Prerequisites:
None.

Catalog Description:
Training techniques designed to enhance on-air performance. Optimum pitch, rate, voice and diction exercises, followed by assigning of tasks performed by professionals in the broadcast industry (both radio and television).

Purpose/Objective:
To allow students to realize their collective potential as articulate communicators. Though some in the course may not become broadcast announcers, they will leave it with enhanced skills in verbal and nonverbal communication. Extensive critiques of radio and television announcing assignments allow students to see and hear how others perceive their performances. Watching and listening to current professionals in the field gives students a barometer by which to gauge their improvement. As a result, they realize a greater appreciation for the art of announcing.

Grading Criteria:
There are a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Major Student Assignments/Click on PROJECTS:
Responsibilities include various performance and writing tasks. Voice, diction, pronunciation, articulation exercises; daily audiocassette readings; radio commercials, PSAs, newscasts, interviews, promotions; producing and hosting "The SAU Report"; special event remote broadcast; Internet media employment search; one term paper; attendance/class participation. The term paper is five pages in length, typed, double-spaced, with a separate reference page. Broadcast Journalism is a deadline-oriented profession. As a result, the instructor reserves the right to refuse late assignments.

Topics to be Emphasized:
Voice and diction - 4 hours
English usage - 4 hours
Pronunciation and enunciation exercises - 4 hours
Optimum pitch training - 4 hours
Interpreting commercials and PSAs - 4 hours
Interviewing techniques - 4 hours
International pronunciation - 4 hours
Music announcing - 4 hours
Radio and television news announcing - 4 hours
Special event and sports announcing - 4 hours
Web research - 4 hours
Evaluating audiocassette readings - 4 hours

Total instruction - 48 hours

Teaching Strategies:
Lecture
Lecture/discussion
Use of audio-visuals
Demonstration
Resource persons
Student participation
Videotapes
Audiocassettes

Student Assessment/Evaluation:
Demonstration
Term papers
Exhibits
Critiques
Projects
Videotapes
Audiocassettes

Instructor Comments:
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potential. This type of work ethic is more conducive to long-term professional achievement.

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Magale Library Course Bibliography:
Edward Bliss/James Hoyt
Writing News for Broadcast
Columbia University Press
[PN 4784 .B75 B55 1994]

John Ciardi
Manner of Speaking
Rutgers University Press
[PS 3505 .I 27 M3]

Eugene Ehrlich/Gene Hawes
Speak for Success
Bantam Books
[PN 4121 .E347 1984]

Joe Garner
We Interrupt This Broadcast
Sourcebooks
[PN 4784 .T4 G36 2000]

Robert Hilliard/Michael Keith
The Broadcast Century: A Biography of American Broadcasting
Focal Press
[PN 1990.6 .U5 H48 1992]

Michelle Hilmes
Radio Voices: American Broadcasting, 1922-1952
University of Minnesota Press

[PN 1991.3 .U6 H36 1997]

James Humes
Podium Humor: A Raconteur's Treasury of Witty and Humorous Stories
Harper & Row
[PN 4193.15 .H8 1985]

William Kaufman
How to Announce for Radio and Television
Hastings House
[PN 1991 .8 A6 K3]

Charles Lindsley
Radio and Television Communication
McGraw-Hill
[PN 1991 .5 L5]

Harry McMahan
Television Production
Hastings House
[PN 1992 .75 M2]

Iris Newsom
Wonderful Inventions: Motion Pictures, Broadcasting and Recorded Sound at the Library of Congress
U. S. Government Printing Office
[PN 1994 .W62 1985]

David Phillips/John Grogan/Earl Ryan
Introduction to Radio and Television
Ronald Press
[PN 1991 .5 P5]

Neil Postman
Crazy Talk, Stupid Talk: How We Defeat Ourselves by the Way We Talk - and What to Do About It
Delacorte Press
[HM 132 .P65]

Letitia Raubicheck
Improving Your Speech
Noble and Noble
[PN 4121 R34]

Edward Rogge/James Ching
Advanced Public Speaking
Holt, Rinehart and Winston
[PN 4121 R6.7]

Dorothy Sarnoff
Speech Can Change Your Life
Dell
[PN 4121 .S277 1972X]

Harry Skornia
Television and the News: A Critical Appraisal
Pacific Books
[PN 4784 T4 S5.5]

George Southworth
Forty Years of Radio Research
Gordon and Breach
[TK 6545 S6 A3]

M. L. Stein
Your Career in Journalism
Julian Messner
[PN 4797 .S68 1978]

Lester Thonssen/A. Craig Baird
Speech Criticism: The Development of Standards for Rhetorical Appraisal
Ronald Press
[PN 4121 T5.28]

John Ullmann/Jan Colbert
The Reporter's Handbook: An Investigator's Guide to Documents and Techniques
St. Martin's Press
[PN 4781 .R38 1990]

Doug Underwood
When MBAs Rule the Newsroom
Columbia University Press
[PN 4734 .U63 1993]

James Whipple
How to Write for Radio
McGraw-Hill
[PN 1992 W4.7]

Eugene White
Practical Public Speaking
Macmillan
[PN 4121 .W372 1964]

Max Wylie
Radio and Television Writing
Rinehart
[PN 1991 .7 W9 1950]

PROJECTS | CREATE PROJECT | EDIT PROJECT | DELETE PROJECT | ORDER PROJECTS

Projects

View the list of projects below.

Voice, Diction, Pronunciation, Articulation Exercises, 10 points

File:

Notes: Text and in-class announcing assignments throughout the semester designed to enhance each student's proficiency in oral communication.

Daily Audiocassette Readings, 10 points

File:

Notes: Semester-long evaluation of reading and interpreting various styles of broadcast copy. Each student will record these assignments on 90 minute audiocassettes, turning them in for evaluation and feedback at the end of each week.

Radio Commercials, PSAs, Newscasts, Interviews, Promotions, 20 points

File:

Notes: Extensive recording and evaluation of announcing tasks performed by radio broadcasters at most stations, regardless of market size.

Producing and Hosting "The SAU Report", 20 points

File:

Notes: Responsible for booking guests, researching topics, formulating questions, and serving as crew members in the television studio for a program available to tens of thousands of cable viewers in two states.

Special Event Remote Broadcast, 10 points

File:

Notes: Working in pairs, students announce and record a local or regional event of their choice (sports, election returns, festival, campus event, etc.) for radio, television or the Internet.

Internet Media Employment Search, 10 points: Due Tuesday, October 31

File:

Notes: Collect data from 30 separate Web sites detailing broadcast employment opportunities, with special emphasis on radio or television voiceovers. Next, write a two-page summary of how each student's announcing strengths would complement specific job openings they have found.

Term Paper, 10 points: Due Tuesday, November 28

File:

Notes: Compare and contrast the performance abilities of news anchors, meteorologists and sportscasters at two Little Rock or Shreveport television stations of the student's choice. An appraisal would include such items as voice, diction, pronunciation, articulation, reading proficiency, stage presence, wardrobe, hair and make-up. Which newscast is preferred in terms of overall performance, and why?

Attendance/Class Participation, 10 points

File:

Notes: Individual effort at forwarding trenchant analyses of course issues and assisting peers with constructive criticism of assignments.

Fall Semester 2000 Total, 100 points

File:

Session 1
Thursday - August 24, 2000

Topic:
Introduction to Course

Class Plan:
Discuss Prometheus interactive syllabus - distribute Course Password and Course ID. Elaborate on specific requirements, instructional framework for the semester and due dates for assignments.

Session 2
Tuesday - August 29, 2000

Topic:
"The SAU Report" Script Preparation

Class Plan:
Distribute copies of previous question lists for use as benchmarks to prepare Fall 2000 programs. View a Spring 2000 edition of the program. Also determine student pairings for hosting purposes.

Session 3
Thursday - August 31, 2000

Topic:
Chapter 1 - Announcing for the Electronic Media

Class Plan:
Discuss student long-term goals regarding how each can use the course to be an effective announcer or performer. Also evaluate chapter objectives.

Session 4
Tuesday - September 05, 2000

Topic:
Chapter 2 - The Announcer as Communicator

Class Plan:
Discuss skills necessary to be a professional announcer, such as reading ability, conversationality, voice quality, copy editing and characterization. Students will then interpret broadcast commercials from Chapter 2 to their peers during class.

Session 5
Thursday - September 07, 2000

Topic:
Television Studio Recording Primer

Class Plan:
Students are introduced to the Business/Agribusiness Building Television Studio, where weekly editions of "The SAU Report" are recorded.

Session 6
Tuesday - September 12, 2000

Topic:
Chapter 3 - Voice Analysis and Improvement

Class Plan:
Topics to be addressed include speech personality, analyzing one's speech, optimum pitch, tempo, vitality, energy, voice quality, and common voice problems.

Session 7
Thursday - September 14, 2000

Topic:
Chapter 4 - Pronunciation and Articulation, "The SAU Report" Production Schedule

Class Plan:
Variations in speech patterns, dialects, mispronunciations, phonetic transcription and common articulation problems. Also discuss short-term television program host pairings and potential guests.

Session 8
Tuesday - September 19, 2000

Topic:
Chapter 5 - American English Usage

Class Plan:
Discuss American English and ethnicity, nations and citizens of the world, usage guidelines, jargon, redundancies, plurals, slang, and misuse of language. Also address requirements of daily audiocassette readings, both from the textbook and outside sources.

Session 9
Thursday - September 21, 2000

Topic:
"The SAU Report" - Taping Session 1

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 10
Tuesday - September 26, 2000

Topic:
Chapter 6 - Broadcast Equipment

Class Plan:
Digital workstations (including Overstreet 220/Studio B with its MiniDisc capability), microphones, audio consoles, audio storage systems (analog and digital), automated radio stations.

Session 11
Thursday - September 28, 2000

Topic:
"The SAU Report" - Taping Session 2

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 12
Tuesday - October 03, 2000

Topic:
Chapter 7 - Performance

Class Plan:
Audience rapport, overcoming microphone and stage fright, microphone consciousness, camera consciousness, instructions and cues, performance skills (particularly achieving a conversational style). Also discuss assignments required for first week of daily audiocassette readings.

Session 13
Thursday - October 05, 2000

Topic:
"The SAU Report" - Taping Session 3

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 14
Tuesday - October 10, 2000

Topic:
Chapter 8 - Commercials and Public Service Announcements

Class Plan:
Each student will perform various broadcast script copies from the textbook. Interpretation items to be stressed include pronunciation, articulation, voice, pitch, rate, visualizing the audience, and "selling" the thrust behind each commercial or PSA.

Session 15
Thursday - October 12, 2000

Topic:
"The SAU Report" - Taping Session 4

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 16
Tuesday - October 17, 2000

Topic:
Chapter 9 - Interview and Talk Programs; Internet Media Employment Search Preview

Class Plan:
Principles of effective interviewing, avoiding abstraction, avoiding bias, tips for conducting successful interviews, preparing for the interview, the guest, conducting the interview, hosting television talk programs, interview schedule strategies, radio talk show hosts, legal and ethical concerns, challenges and responsibilities. Preliminary discussion of Web site locations for conducting an Internet Media Emplyment Search. Click on PROJECTS for additional information.

Session 17
Thursday - October 19, 2000

Topic:
"The SAU Report" - Taping Session 5

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 18
Tuesday - October 24, 2000

Topic:
Chapter 10 - Radio News

Class Plan:
Anchoring radio news, news sources, preparing for a shift, writing news, delivering the news, the radio field reporter, live reporting, voicers, actualities, sceners, wraps, philosophies of radio and television journalism, preparing feature reports and mini-documentaries.

Session 19
Thursday - October 26, 2000

Topic:
"The SAU Report" - Taping Session 6

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 20
Tuesday - October 31, 2000

Topic:
Internet Media Employment Search

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 21
Thursday - November 02, 2000

Topic:
"The SAU Report" - Taping Session 7

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 22
Tuesday - November 07, 2000

Topic:
Chapter 11 - Television News

Class Plan:
Television reporters, preparing a package on tape, reporting live from the field, the news anchor, working conditions and responsibilities, using a TelePrompTer, a representative television news operation, weather reporting.

Session 23
Thursday - November 09, 2000

Topic:
Term Paper Preview

Class Plan:
Discuss progress on Term Paper (Shreveport or Little Rock Television Newscast Performer Abilities - Compare and Contrast). Click on PROJECTS for additional information.

Session 24
Tuesday - November 14, 2000

Topic:
Chapter 12 - Music Announcing

Class Plan:
The popular music announcer (disc jockey), working conditions, popular music station formats, announcing styles, working conditions at a representative station, preparing for a career as a DJ, the classical music announcer.

Session 25
Thursday - November 16, 2000

Topic:
"The SAU Report" - Taping Session 8

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 26
Tuesday - November 21, 2000

Topic:
Chapter 13 - Sports Announcing

Class Plan:
Working conditions of sports announcers, interviewing athletes, tape editing considerations, tips for effective interviewing, sports reporting, the television sports reporter, the radio sports director, the play-by-play announcer, practicing play-by-play announcing, preparing for play-by-play announcing, calling the game, additional tips on sportscasting, the play analyst

Session 27
Tuesday - November 28, 2000

Topic:
Term Paper

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 28
Thursday - November 30, 2000

Topic:
"The SAU Report" - Taping Session 9

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation.

Session 29
Tuesday - December 05, 2000

Topic:
Chapter 14 - Starting Your Announcing Career

Class Plan:
Preparing for your career, job hunting goals, resumes, the cover letter, audition or resume tapes, answering machines and pagers, mailing address, E-mail address and telephone number, finding job openings, surviving career changes, applying for a position at a radio or television station, interviewing for a job, joining a union, going where your career takes you, preparing a scannable resume for today's standards.

Session 30
Thursday - December 07, 2000

Topic:
"The SAU Report" - Taping Session 10

Class Plan:
Produce, record and critique interview assignments (in pairs) in Television Studio. Non-hosting tasks include set-up and camera operation. Final day of class.

EDIT SYLLABUS EDIT READINGS

Mass Communication 1003: Introduction to Mass Communication (Fall Semester 2000)

General Course Information:
MCOM 1003.1-F '00 Introduction to Mass Communication
Section 1/ID 0409, MWF 11:00-11:50 a.m.
Overstreet Hall, Room 122

Instructor Data:
James E. Reppert
Assistant Professor of Mass Communication, Director of Broadcast Journalism
Office Address: Department of Theatre and Mass Communication, Southern Arkansas University, P.O. Box 9229, Magnolia, AR 71754-9229
Telephone Number: (870) 235-4258
Fax Number: (870) 235-5005
Home Telephone Number: (870) 234-8633
Email: jereppert@saumag.edu
Office Hours: MTWRF 10:00-11:00 a.m. and 3:00-6:00 p.m. Some office hours, including weeknights and weekends, are in Overstreet 121/232 (video editing suites), Overstreet 220 (audio studios) or Business 110 (television studio).

Reading Materials:

Required

- Shirley Biagi, Media/Impact (4th edition), Wadsworth [ISBN 0-534-54810-5] Current SAU Bookstore prices: $44.75 used; $59.00 new.

Web Related

- CNET.com - The latest news and information on computers, technology, hardware and software.
- C-SPAN - In-depth analyses of current political candidates, campaigns, issues, events, elections, advertisements and news coverage.
- Editor & Publisher - Media links to numerous American and international newspapers, magazines and radio/television stations.
- International Radio & Television Society - Organization for professionals, college students and faculty interested in broadcasting and cable management, sales or production.
- Magale Library - Various on-campus databases available for research purposes.
- Mass Communication Locator - Hundreds of links to professional media organizations and mass communication topics.
- SAU Magazine - Audio Webcast of SAU student-produced news program that airs on radio stations in Arkansas, Louisiana, Texas, Oklahoma and Mississippi.
- Term Paper Tutorial - Virginia Tech presents a systematic approach for researching and writing term papers.
- The Freedom Forum - Analyzes issues impacting a free press, current events, modern journalism and the First Amendment.
- The SAU Report - Video Webcast of SAU student-produced interview program that is available to more than 50,000 cable television households in southwest Arkansas and northeast Texas.

Mission Statement:
This course will provide information and assignments that are in concert with the mission of Southern Arkansas University. The University believes its mission is to educate students for productive and fulfilling lives by providing opportunities for intellectual growth, individual enrichment, skill development, and meaningful career preparation. It recognizes that to accomplish its mission it will support selected research. Further, the University believes in the worth of the individual and that it has a responsibility for developing in its students those values and competencies essential for effective citizenship in an ever-changing, free, and democratic society.

Prerequisites:
None.

Catalog Description:
Development of communication media in American society, including newspapers, magazines, radio, television, and movies. Emphasis on social, political, and economic interaction of media and society.

Purpose/Objective:
Students must become perceptive analysts of American and international media, and learn the many techniques used to gain their attention, interest and consumer dollars via print, broadcast, new media and related outlets. By critically examining each segment of mass communication, besides its history and major contributors, they have many opportunities to obtain a wider perspective of the field. Of particular relevance are the significant impact of television and the Internet on national and international communication, business and culture. Videotapes detailing such issues and personalities bring that importance into focus.

Grading Criteria:
There are a total of 500 points that can be earned from this course. Semester grades will be determined in the following manner: 450-500/A; 400-449/B; 350-399/C; 300-349/D; and 0-299/F.

Major Student Assignments/Click on PROJECTS:
Responsibilities include various analytical and writing tasks. Four term papers; four media quizzes; four exams; attendance/class participation. Each term paper is five pages in length, typed, double-spaced, with a separate reference page. Each media quiz is typed and single-spaced. Mass Communication is a deadline-oriented profession. As a result, the instructor reserves the right to refuse late assignments.

Topics to be Emphasized:
New information age - 3 hours
Newspapers - 3 hours
Magazines - 3 hours
Books - 3 hours
Radio - 3 hours
Recordings - 3 hours
Television - 6 hours
Movies - 3 hours
New media - 3 hours
Advertising - 3 hours
Public relations - 3 hours
Ownership, law and regulation, ethics - 3 hours
Global media - 3 hours
Female and minority issues and personalities - 3 hours
Web research - 3 hours

Total instruction - 48 hours

Teaching Strategies:
Lecture
Lecture/discussion
Use of audio-visuals
Demonstration
Resource persons
Student participation
Videotapes

Student Assessment/Evaluation:
True/false
Multiple choice
Short answer
Essay
Demonstration
Term papers

Instructor Comments:
There is no magic formula for academic success in this or any college course. Intellectual curiosity matters. Not being satisfied with mediocrity means taking additional time to rewrite or analytically hone assignments. However, that is only the beginning. Expanding one's knowledge of subject matter in any field is a lifelong process. Such dynamism can be enhanced through extensive use of SAU interactive course syllabi. Limitless research possibilities allow each student to pursue his or her academic

potential. This type of work ethic is more conducive to long-term professional achievement.

Class Attendance:
Regular and punctual class attendance is expected from each student. If a student is absent from a class more than the equivalent of one week of instruction, those absences will be reported to the dean of students. The dean will then send the student a notice of pending action. The student is advised to contact the instructor as soon as this notice has been received. Ten calendar days after the report is submitted by the instructor during a regular semester or after seven calendar days during a summer session, a student may be dropped from the class for excessive unexcused absences at the request of the instructor. If this occurs, a grade of WF (withdrawal with failure) will be given for the course.

Excused Absences of Students:
Students are required to notify the instructor of any absences they have for due cause. A student is responsible for notifying the instructor as soon as possible when the reason for the absence is known in advance. A student forfeits the right to make-up credit for failing to meet this requirement, though the instructor may, for good cause, choose to allow for make-up credit. Notification by administrative or instructional staff of a student's absence, either before or after the absence, does not relieve the student of the responsibility for personal notification.

Academic Integrity Policy:
Any act of dishonesty in academic work constitutes academic misconduct and is subject to disciplinary action. Acts of dishonesty include, but are not limited to, plagiarism and cheating. Plagiarism is the act of taking and/or using the ideas, work, and/or writings of another person as one's own. Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner. The penalty is suspension, dismissal, or expulsion for a second offense of academic misconduct in which a student is assigned a failing grade in a course or a failing grade on a graded item and documentation is filed with the Office of the Vice President for Student Affairs.

Disability Support Services:
It is the policy of Southern Arkansas University to accommodate students with disabilities, pursuant to federal law, state law, and the University's commitment to equal educational opportunities. Any student with a disability who needs accommodation should inform the instructor at the beginning of the course. Students with disabilities are also encouraged to contact the Office of Disability Support Services, located in Nelson Hall, room 203, telephone number (870) 235-4145.

Magale Library Course Bibliography:
Robin Andersen
Consumer Culture and TV Programming
Westview Press
[PN 1992.6 .A55 1995]

John Borwick
Sound Recording Practice
Oxford University Press
[TK 7881.4 .S68 1987]

William Cary
Politics and the Regulatory Agencies
McGraw-Hill
[KF 5407 .Z9 C3]

Lewis Coe
Wireless Radio: A Brief History
McFarland & Company
[TK 6547 .C63 1996]

Benjamin Compaine
Who Owns the Media? Concentration of Ownership in the Mass Communications Industry
Harmony Books
[P 96 .E25 W5 1980]

George Comstock/Erica Scharrer
Television: What's On, Who's Watching It, and What It Means
Academic Press
[PN 1992.6 .C645 1999]

Richard Davis
The Web of Politics: The Internet's Impact on the American Political System
Oxford University Press
[JK 1764 .D38 1999]

John Dessauer
Book Publishing: What It Is, What It Does
R. R. Bowker
[Z 278 .D47]

Robert Dolan
Music in Modern Media
G. Schirmer
[TK 5981 D6]

Douglas Eisenhart
Publishing in the Information Age: A New Management Framework for the Digital Era
Quorum Books
[Z 471 .E55 1994]

Robert Ferguson
Representing 'Race': Ideology, Identity and the Media
Arnold
[P 94.5 .M55 F47 1998]

Joe Garner
We Interrupt This Broadcast
Sourcebooks
[PN 4784 .T4 G36 2000]

John Jones
The Advertising Business
Sage
[HF 5813 .U6 A635 1999]

Hellmut Lehmann-Haupt/Ruth Shepard Granniss/Lawrence Wroth
The Book in America: A History of the Making, the Selling, and the Collection of Books in the United States
R. R. Bowker
[Z 473 L522]

Erich Loewy
Moral Strangers, Moral Acquaintance, and Moral Friends: Connectedness and Its Conditions
State University of New York Press
[BJ 1031 .L59 1997]

John Marston
Modern Public Relations
McGraw-Hill
[HM 263 .M28 1979]

Matthew McAllister
The Commercialization of American Culture
Sage
[HF 5813 .U6 M327 1996]

John Merrill
Global Journalism
Longman
[PN 4775 .G56 1983]

Robert Picard/Jeffrey Brody
The Newspaper Publishing Industry
Allyn & Bacon
[Z 479 .P53 1997]

David Pirie
Anatomy of the Movies
Macmillan
[PN 1993 .5 .U6 A88 1981]

Ted Schwarz
Free Speech and False Profits: Ethics in the Media
The Pilgrim Press
[PN 4736 .S38 1996]

John Ullmann/Jan Colbert
The Reporter's Handbook: An Investigator's Guide to Documents and Techniques
St. Martin's Press
[PN 4781 .R38 1990]

Doug Underwood
When MBAs Rule the Newsroom
Columbia University Press
[PN 4734 .U63 1993]

Jan White
Editing by Design
R. R. Bowker
[Z 253.5 .W47 1982]

James Wood
The Great Glut: Public Communication in the United States
Thomas Nelson
[P 92 U5 W5.8]

PROJECTS CREATE PROJECT EDIT PROJECT DELETE PROJECT ORDER PROJECTS

Projects

View the list of projects below.

Media Quiz 1, 15 points: Due Wednesday, September 6

File:

Notes: Research concerning news events, issues and personalities impacting mass communication and popular culture.

Term Paper 1, 50 points: Due Wednesday, September 13

File:

Notes: Television News Content and Analysis - Evaluate, contrast and compare a minimum of three network or cable television newscasts (ABC, All News Channel, CBS, CNBC, CNN, Fox, Headline News, MSNBC, NBC or PBS). How many news stories are reported in an individual program? How much time is devoted to each story? Are the reports hard or feature in nature? Is such broadcast writing literate, understandable and in active voice? How does one newscast compare against another on the same day? How are similar stories covered by different networks in terms of visuals, sound bites and natural sound? What types of news items, if any, deserve more coverage? Recording multiple national news programs on videotape for research and writing purposes is strongly recommended.

Exam 1, 50 points: Taken Wednesday, September 20

File:

Notes: Covers chapters 1-4 of the text, lectures, class discussions, handouts and videotapes. Method of examination includes identification terms, true/false, multiple choice, short answer and essay. Composed in a Blue Book.

Media Quiz 2, 15 points: Due Wednesday, October 4

File:

Notes: Research concerning current news events, issues and personalities impacting mass communication and popular culture.

Term Paper 2, 50 points: Due Wednesday, October 11

File:

Notes: Movie Review - Each student is required to view a new release at a local or regional theatre. Describe the circumstances by which this movie was chosen, such as a television commercial, newspaper advertisement, positive critical reviews or a promotional Internet site. Describe the overall theatre experience. When and at what time of day was the movie viewed? What types of concessions were available, and at what cost? How many people were in the audience, and what was their general demographic background? How did they react to the movie as it unfolded? Were there "hidden" product advertisements in the movie? What type of audience were the producers trying to reach, and were they successful? Finally, describe the movie's theme, production quality, and whether it was worth the price of admission.

Exam 2, 50 points: Taken Wednesday, October 18

File:

Notes: Covers chapters 5-8 of the text, lectures, class discussions, handouts and videotapes. Method of examination includes short answer and essay. Composed in a Blue Book.

Media Quiz 3, 15 points: Due Wednesday, November 1

File:

Notes: Research concerning current news events, issues and personalities impacting mass communication and popular culture.

Term Paper 3, 50 points: Due Wednesday, November 8

File:

Notes: Campaign 2000 Media Coverage - It is not coincidental that this is due the day following a national

election. Thousands of hours of coverage will have been devoted to issues and candidates by broadcast, print and Internet news outlets, and hundreds of millions of dollars spent on campaign radio and television commercials. The first half of the paper will critique local and national broadcast, print and Internet reporting. How does political coverage vary in each medium? What is covered thoroughly, and what deserves more reportage? The second half of the paper will examine fact-checking and truth-telling (or lack thereof) in local or national campaign radio and television advertisements of the student's choice. Are listeners or viewers getting facts, falsehoods or a bit of both? Recording multiple local and national programs on videotape for research and writing purposes is strongly recommended.

Exam 3, 50 points: Taken Wednesday, November 15

File:

Notes: Covers chapters 9-12 of the text, lectures, class discussions, handouts and videotapes. Method of examination includes identification terms, true/false, multiple choice, short answer and essay. Composed in a Blue Book.

Media Quiz 4, 15 points: Due Wednesday, November 29

File:

Notes: Research concerning current news events, issues and personalities impacting mass communication and popular culture.

Term Paper 4, 50 points: Due Wednesday, December 6

File:

Notes: Legal Constraints on International Journalists - It cannot be assumed that news reporters in other countries have the same press rights and constitutional guarantees of those in the United States. Research will be conducted into privileges and restrictions journalists have in countries of the student's choice. Next, examine recent cases where international journalists have been jailed, or broadcast/print facilities shut down, from failure to comply with governmental regulations. Can such restrictions realistically continue in an era of Internet reportage?

Exam 4, 50 points: Taken Wednesday, December 13 (Final Exam Schedule, 10:00 a.m.-12:00 p.m.)

File:

Notes: Covers chapters 13-16 of the text, lectures, class discussions, handouts and videotapes. Method of examination includes short answer and essay. Composed in a Blue Book.

Attendance/Class Participation, 40 points

File:

Notes: Individual effort at forwarding trenchant analyses of course issues and assisting peers with constructive criticism of assignments.

Fall Semester 2000 Total, 500 points

File:

Session 1
Wednesday - August 23, 2000

Topic:
Introduction to Course

Class Plan:
Discuss Prometheus interactive syllabus - distribute Course Password and Course ID. Elaborate on specific requirements, instructional framework for the semester and due dates for assignments.

Session 2
Friday - August 25, 2000

Topic:
"Survivor" Cross-Promotion

Class Plan:
How has CBS used its summer ratings hit "Survivor" to promote "The Early Show", "The Late Show with David Letterman" and new fall series? What demographic groups did the original 16 contestants represent? With its successful August 23 finale, how might "Survivor II: The Australian Outback" (January 2001) be similar or different?

Session 3
Monday - August 28, 2000

Topic:
Interactive Syllabus Research Primer

Class Plan:
How Prometheus can be used as a learning tool for Media Quiz, Term Paper and Exam preparation, with research examples for each. Also discuss how to select and define terms for Media Quiz 1.

Session 4
Wednesday - August 30, 2000

Topic:
Chapter 1 - You in the New Information Age

Class Plan:
Discuss historical context of the field, including the three Communications Revolutions. Examine statistical analysis of a typical American's media usage. How will the new information network be interconnected? Evaluate the credentials of "Media Moguls". Are prominent individuals missing from the list?

Session 5
Friday - September 01, 2000

Topic:
Videotape - "They Both Bled Red: The Little Rock Newspaper War"

Class Plan:
Today's Arkansas Democrat-Gazette once consisted of two separate newspapers until an October 1991 buyout of the Gazette by the Democrat. A fierce battle for readership, beginning in the mid-1970s, is chronicled in a 2000 documentary by Charles Pearce, a 1992 SAU Broadcast Journalism graduate. What were the major factors leading to the Arkansas Democrat winning the battle over the Arkansas Gazette?

Session 6
Wednesday - September 06, 2000

Topic:
Media Quiz 1; Term Paper 1 Preview

Class Plan:
Each student addresses his or her selections and rationale for each, turned in at the end of class. Also discuss progress on Term Paper 1 (Television News Content and Analysis). Click on PROJECTS for additional information.

Session 7
Friday - September 08, 2000

Topic:
Chapter 2 - Newspapers

Class Plan:
Chronological perspective of print journalism, dating from Colonial America to present day. Examine the partisan press, alternative press, mass readership strategies, sensationalism, on-line newspapers and technological changes in production and distribution.

Session 8
Monday - September 11, 2000

Topic:
Chapter 3 - Magazines

Class Plan:
Reaching new readers, muckrakers, demographic targeting/audience segmentation, specialized publications, the business of magazines, "blow-in cards", start-ups and on-line "Webzines".

Session 9
Wednesday - September 13, 2000

Topic:
Term Paper 1

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 10
Friday - September 15, 2000

Topic:
Videotape - "Writing Across Culture: TIME Writers Explore Diversity in America"

Class Plan:
TIME magazine writers discuss how race, gender and ethnicity affect the ways news is researched, reported and presented. What is the importance of a writer's point of view when it comes to such issues as objectivity and truth? How can writers use their own cultural backgrounds to develop ideas for stories? As a result, how can effective writing raise important issues to the public?

Session 11
Monday - September 18, 2000

Topic:
Chapter 4 - Books; Exam 1 Preview

Class Plan:
Early publishing efforts, book clubs, paperbacks, independent booksellers, consolidation, chain bookstores, small presses, technological innovations. Discuss in further detail specific items or broad themes that may be included on Exam 1. Click on PROJECTS for additional information.

Session 12
Wednesday - September 20, 2000

Topic:
Exam 1

Class Plan:
Composed during class using a Blue Book.

Session 13
Friday - September 22, 2000

Topic:
Videotape - "2 Live Crew Album Ban"

Class Plan:
In 1990, "As Nasty As They Wanna Be" by 2 Live Crew was declared obscene by a Florida judge and briefly taken off the market. What First Amendment questions are addressed in the television program? Who are the major players in the discussion? How did the controversy ultimately affect album sales?

Session 14
Monday - September 25, 2000

Topic:
Chapter 5 - Radio

Class Plan:
Industry pioneers, Federal Radio Commission, Federal Communications Commission, radio networks, formats, payola, the business of radio, FM vs. AM, ratings, automation, narrowcasting, Telecommunications Act of 1996, Internet radio.

Session 15
Wednesday - September 27, 2000

Topic:
Guest Speaker Brainstorming Session

Class Plan:
Students will compile a preliminary list of regional media experts as possible guest speakers. Subjects should be working in a facet of mass communication addressed in the textbook. Finalizing one guest speaker with subsequent itinerary (lunch and further discussion) will be a joint effort of students and the instructor during a future class session.

Session 16
Friday - September 29, 2000

Topic:
Chapter 6 - Recordings

Class Plan:
History of recording from Edison to MP3, working in the industry, the recording business, challenges to income and content, authenticity of performances, technological innovations.

Session 17
Monday - October 02, 2000

Topic:
Handout - "A Forward Look at Communications"

Class Plan:
Discuss a 1958 Encyclopaedia Britannica article by Maurice B. Mitchell, founding director of the Annenberg Washington Program. His vision of future American and global communication included pay-per-view television, VCRs, camcorders, personal computers, E-mail, touch-tone long distance telephone calls, and voice mail. Students will be asked to consider the next generation of mass communication innovations.

Session 18
Wednesday - October 04, 2000

Topic:
Media Quiz 2, Term Paper 2 Preview

Class Plan:
Each student addresses his or her selections and rationale for each, turned in at the end of class. Also discuss progress on Term Paper 2 (Movie Review). Click on PROJECTS for additional information.

Session 19
Friday - October 06, 2000

Topic:
Chapter 7 - Television

Class Plan:
History of television, surpassing radio as dominant medium, television news chronology, public television, satellite technology, impact on conflict/tragedy/national politics, working in television, digital innovations (including DVD, HDTV, DBS and DSS).

Session 20
Monday - October 09, 2000

Topic:
Videotape - "Television: The Power of Pictures"

Class Plan:
Segments from a 1988 PBS documentary chronicle how television can affect perceptions of viewers, including the assassinations of President John F. Kennedy, Dr. Martin Luther King, Jr. and Senator Robert Kennedy. How has television news quality evolved from the late 1940s (like "Camel News Caravan") to include more sophisticated use of film and videotape in news reporting? How is "The Power of Pictures" defined?

Session 21
Wednesday - October 11, 2000

Topic:
Term Paper 2

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 22
Friday - October 13, 2000

Topic:
Chapter 8 - Movies

Class Plan:
Early inventors, influential directors and producers, self-regulation, Motion Picture Production Code, racial stereotyping, ratings system, "blockbuster" mentality, ancillary rights, technological cinematic advancements, international marketing strategies.

Session 23
Monday - October 16, 2000

Topic:
Exam 2 Preview

Class Plan:
Discuss in further detail specific items or broad themes that may be included on Exam 2. Click on PROJECTS for additional information.

Session 24
Wednesday - October 18, 2000

Topic:
Exam 2

Class Plan:
Composed during class using a Blue Book.

Session 25
Friday - October 20, 2000

Topic:
Videotape - "Infomercials"

Class Plan:
View segments from three program-length commercials: "Amazing Discoveries: The Juice Tiger"; "Breaking Into Show Business: Here's How"; and "Now You're Cooking: The Super Snacker". How does each infomercial appeal to television viewers? What tactics are used to sell each product? Students will also discuss the effectiveness of recent infomercials they have seen on television.

Session 26
Monday - October 23, 2000

Topic:
Chapter 9 - New Media, Online Media and the Web

Class Plan:
New media, E-mail and its variations (traditional/video/HTML), online media and the Web, new media convergence, intelligent video agents, predicting the pace of change, understanding the Web, E-commerce, hardware, software, vaporware.

Session 27
Wednesday - October 25, 2000

Topic:
Product "Ubiquity"

Class Plan:
The textbook indicates that in America, advertising can be and is everywhere (hence, the term "ubiquity"). Advertisers are always looking for new places to catch consumers' attention. Students will discuss items they have brought to class which display such advertising strategies. Are they noticeable, memorable, forgettable or annoying?

Session 28
Friday - October 27, 2000

Topic:
Chapter 10 - Advertising

Class Plan:
Advertising and the media, how advertisements work, finding the audience, demographics, test marketing, "word of mouth" advertising, what's wrong with advertising, the advertising business, regulating advertisers, technology transforms the future. Students evaluate the "Inveniory of Human Motives" with examples discussed for each of the 15 advertising appeals.

Session 29
Monday - October 30, 2000

Topic:
Videotape - "Advertising Campaigns"

Class Plan:
View videotape clips of: (1) 1998 "Smart Beep" commercial; (2) 1990 Pepsi "Cool Cans" campaign with controversy concerning one of its label displays; and (3) 1985 "New Coke" introduction to consumers. What is the overall effectiveness of each strategy? Can test marketing adequately measure product loyalty or consumer reactions to such advertising campaigns?

Session 30
Wednesday - November 01, 2000

Topic:
Media Quiz 3; Term Paper 3 Preview

Class Plan:
Each student addresses his or her selections and rationale for each, turned in at the end of class. Also discuss progress on Term Paper 3 (Campaign 2000 Media Coverage). Click on PROJECTS for additional information.

Session 31
Friday - November 03, 2000

Topic:
Chapter 11 - Public Relations

Class Plan:
How public relations grew, the press and public relations, corporate and international public relations, government public relations, women in public relations, development of ethics codes, how public relations works, the business of public relations, public relations and the media, public relations professionalism, technology changes the future.

Session 32
Monday - November 06, 2000

Topic:
Chapter 12 - Mass Media and Social Issues

Class Plan:
Assessing the impact of early media studies, television and children's behavior, television and violence, the media and national politics, mass media reflections on cultural values, multiculturalism and the mass media, alternative lifestyles and the mass media, understanding mass media and social issues.

Session 33
Wednesday - November 08, 2000

Topic:
Term Paper 3

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 34
Friday - November 10, 2000

Topic:
Videotape - "Election 2000 Television Coverage"

Class Plan:
Compilation of video clips from television networks, local affiliates and cable outlets from election night (Tuesday, November 7). What are some of the general political themes that emerge from news reporters or pundits? Are they accurate or reading too much into the results? How do candidates rationalize defeat in concession speeches? What rhetorical appeals are used by winning candidates to unify the electorate?

Session 35
Monday - November 13, 2000

Topic:
Exam 3 Preview

Class Plan:
Discuss in further detail specific items or broad themes that may be included on Exam 3. Click on PROJECTS for additional information.

Session 36
Wednesday - November 15, 2000

Topic:
Exam 3

Class Plan:
Composed during class using a Blue Book.

Session 37
Friday - November 17, 2000

Topic:
Videotape - "Televangelists"

Class Plan:
Televangelists came into the public spotlight when sexual and financial controversies rocked the PTL Club, headed by Jim and Tammy Faye Bakker, in 1987. Videotapes chronicling four prominent television ministers will be shown. They include Robert Tilton (financial appeals), Benny Hinn (physical healing), Jimmy Swaggart (sexual transgressions), and Jerry Falwell (political activism). How does each televangelist make his rhetorical appeal to viewers? What ethical problems in media, if any, are seen?

Session 38
Monday - November 20, 2000

Topic:
Chapter 13 - Media Ownership and Press Performance

Class Plan:
Ownership and message control, why media properties are selling, advantages and disadvantages of media concentration, performance of journalists, news values of journalists, "liberal" media, pack journalism, quality of local television newscasts, blurring of distinctions between news, reality shows and advertising, the public's perception of the press, understanding media ownership and press performance.

Session 39
Wednesday - November 22, 2000

Topic:
Guest Speaker

Class Plan:
The subject should be working in a facet of mass communication addressed in the textbook.

Session 40
Monday - November 27, 2000

Topic:
Chapter 14 - Law and Regulation

Class Plan:
Freedom of the press, government attempts to restrict press freedom, prior restraint, censorship, libel law, privacy law, fair trial and right of access, regulating broadcast, understanding the Telecommunications Act of 1996 and the future of regulation, understanding the Communications Decency Act, advertising and public relations law and regulation.

Session 41
Wednesday - November 29, 2000

Topic:
Media Quiz 4; Term Paper 4 Preview

Class Plan:
Each student addresses his or her selections and rationale for each, turned in at the end of class. Also discuss progress on Term Paper 4 (Legal Constraints on International Journalists). Click on PROJECTS for additional information.

Session 42
Friday - December 01, 2000

Topic:
Chapter 15 - Ethics

Class Plan:
Origin of ethical concepts in journalism, defining ethical dilemmas, truthfulness, fairness, privacy, responsibility, philosophical principles of journalistic ethics, how the media define ethics, professional ethics codes, the media's response to criticism, the importance of professional ethics.

Session 43
Monday - December 04, 2000

Topic:
Videotape - "Family Sensitive News" and "Checkbook Journalism"

Class Plan:
Questions concerning journalistic ethics arise from two video clips. First, what strategies are used to sanitize early evening television newscasts in the regional markets shown? Is such selective editing a ratings gimmick, censorship, or an honest effort to keep violent or graphic video from children? Second, was reporting of the O.J. Simpson and Michael Jackson stories affected by tabloids (both print and broadcast) purchasing "exclusive" information from individuals supposedly close to each situation?

Session 44
Wednesday - December 06, 2000

Topic:
Term Paper 4

Class Plan:
Discussion, analysis and constructive criticism of each paper, turned in at the end of class.

Session 45
Friday - December 08, 2000

Topic:
Chapter 16 - A Global Media Marketplace; Exam 4 Preview

Class Plan:
Differing standards of practice, political theories and the press, defining global media systems, contrasting similarities and differences among world media systems, Western Europe and Canada, Eastern Europe, Middle East and North Africa, Africa, Asia and the Pacific, Latin America and the Caribbean, news and information flow, global media opens new markets, chasing international consumers, opening new pathways for ideas. Discuss in further detail specific items or broad themes that may be included on Exam 4. Click on PROJECTS for additional information.

Session 46
Wednesday - December 13, 2000

Topic:
Exam 4

Class Plan:
Taken during Final Exam week. Composed during class using a Blue Book. Final day of class.